

AddressDoctor™

eCommerce

Product Information

Improve Your Online Order Processing with Real-time Address Verification!

A new customer relationship begins when a buyer enters his shipping or billing address and payment details in an online store – a simple process that is far from foolproof.

Perhaps, a postal code is required but the customer is from Ireland where postal codes do not exist. Or even more commonly, typos and incomplete data result in undeliverable merchandise or delayed shipments that can easily sour the customer relationship.

AddressDoctor™ eCommerce is The Solution

AddressDoctor™ eCommerce saves time, money and resources by identifying incorrect addresses. Using intelligent and highly optimized algorithms it diagnoses and corrects addresses for more than 200 countries and territories around the world.

Highly-Accurate International Address Data Verification

AddressDoctor™ eCommerce is a unique and highly accurate address verification and correction system (AVS). Like all the AddressDoctor™ products, it uses a comprehensive reference database meticulously developed for more than seven years in conjunction with local postal service providers around the world. Continuous updates ensure that the database is always current.

AddressDoctor™ eCommerce contains detailed street directories for over 40 countries, and postal code information for more than 100 countries, worldwide. This facilitates the validation and enrichment of address data at a very local level and is what

distinguishes AddressDoctor™ eCommerce from other AVS products. See Countries insert for specifics.

Leading-Edge Error Identification and Correction

Unknown spellings, typos verbal misunderstandings and illegible documents result in a variety of database entry errors. AddressDoctor™ eCommerce uses phonetic and other fault tolerant or fuzzy methods to combat these “human” errors and obtain the best possible results. Further, a logic adapted to each individual country’s postal rules is also used to analyze input.

AddressDoctor™ eCommerce also uses a number of statistical and heuristic methods that can correct extremely erroneous addresses.

Who Needs AddressDoctor™ eCommerce?

- Online merchants in B to B and B to C markets.
- Call centers with AS/400 or SAP R/3 systems.
- Anybody taking online data into CRM software.

Savings and Benefits

- Time savings for order processing.
- Less undeliverable merchandise and consequently decreased resend cost.
- Correct and complete billing and shipping addresses, no matter whether customers live around the corner or in Timbuktu.
- Satisfied customers due to fast delivery.
- Fraud protection as customers can be forced to enter correct and complete addresses.
- Less cost to localize online stores because all countries are treated similarly.

AddressDoctor™ eCommerce Ensures Correct Addresses Every Time

The AddressDoctor™ eCommerce online service validates online customer address entries before the transaction has concluded. This prevents incorrect addresses from reaching the online database and is of particular value because it goes far beyond the limited safeguards of credit card billing verification. For example, AddressDoctor™ eCommerce makes it possible to

- Verify address data without entering credit card information, and,
- Ensure deliverability when shipping internationally or to an address other than the billing address.

AddressDoctor's Web and XML Connectors provide the necessary interface with the AddressDoctor™ eCommerce service.

How Does The Web Connector work?

It is compatible with most browsers and online shop systems and permits any HTML Web form to interface with the AddressDoctor™ eCommerce service without script or other programming. This reduces server load and eradicates the need for complicated programming (see diagram below).



Online shops with and without the Web Connector

The correction process is very simple. When a customer enters his address information it is sent to the AddressDoctor™ eCommerce service for verification. If an address is accurate, or can be corrected automatically, it is immediately forwarded to the online shop's server. This is a transparent process for both the customer and the online store's software system.

If an address cannot be automatically corrected the AddressDoctor™ eCommerce server generates a list of possible alternatives that may be provided to customers, or saved on the online store's server for future use.

A Web Service For More Control

If more control over the validation process is required, an XML based Web Service is available. Through the XML connector, the service can be accessed from virtually any computer on a TCP/IP network. It accepts http/https operations and offers the full range of the AddressDoctor™ validation technology.

Features of AddressDoctor™ eCommerce

- Ensures only correct addresses are recorded in the database
- Can be integrated into most websites and shops within a few hours.
- Highly reliable verification and correction technology using official and regularly updated address data
- Available on a 24/7 ASP basis or for local deployment.
- Properly formats international addresses.
- If desired, can send address correction alternatives directly to the server so that the customer is unaware of the verification process.
- Special connectors available for Intershop 4, SAP R/3, Maximizer and AS/400

Available separately are developer libraries (COM) and a batch cleansing application.

Subject to change without notice

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